

TWC.COM STYLE GUIDE

Case Treatment for Text
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PAGE HEADERS

- Use **title case**.
- Omit punctuation at the end.
- Use lowercase for articles the, a and an.
- Capitalize prepositions of four or more letters ([see appendix](#) for examples).



Figure 1 - Page Header example

MODULE HEADERS

- Use **title case**.
- Omit punctuation at the end.
- Module headers introduce an entire section.



Protect what matters

Shield your computer from the latest security threats and easily control & monitor your kids' online access with free McAfee software from Intel Security.

 [Register for McAfee AntiVirus and McAfee Family Protection >](#)

SECURITY & PRIVACY SUPPORT

[Learn security details >](#)

1 2 3 [Installing McAfee software >](#)

[Avoid scams and report abuse >](#)

[All Internet security FAQs >](#)

[All parental controls FAQs >](#)

Internet Safety & Security Product Information

Online safety center



TWC® offers videos and guides for families with young children and teens to help navigate the online world safely and responsibly.


[View videos and parental guides >](#)

Secure WiFi wherever you are



Surf the most secure WiFi network available using TWCWiFi-Passpoint when you're on-the-go. TWCWiFi-Passpoint hotspots are among the more than 400,000 available at restaurants, parks, airports and more locations.

[What Is TWCWiFi-Passpoint? >](#)

 [Learn how to connect to TWCWiFi-Passpoint >](#)

TWC Toolbar



Whatever you need - search, weather, email, news - download the TWC Toolbar with Anti-phishing Advisor to put it safely at your fingertips.

[Download TWC Toolbar for Internet Explorer >](#)

☒ [Download the End-User License Agreement >](#)

Module Headers

Get the Most Out of Your Internet Service



Install it yourself with Easy Connect Kits

Our Easy Connect Kit empowers you to install your TV, Internet or Phone service without a visit from a TWC technician.

[Learn about Easy Connect Kits >](#)

Internet Plans for You

YOU MAY ALSO ENJOY

[TWC Mail setup >](#)

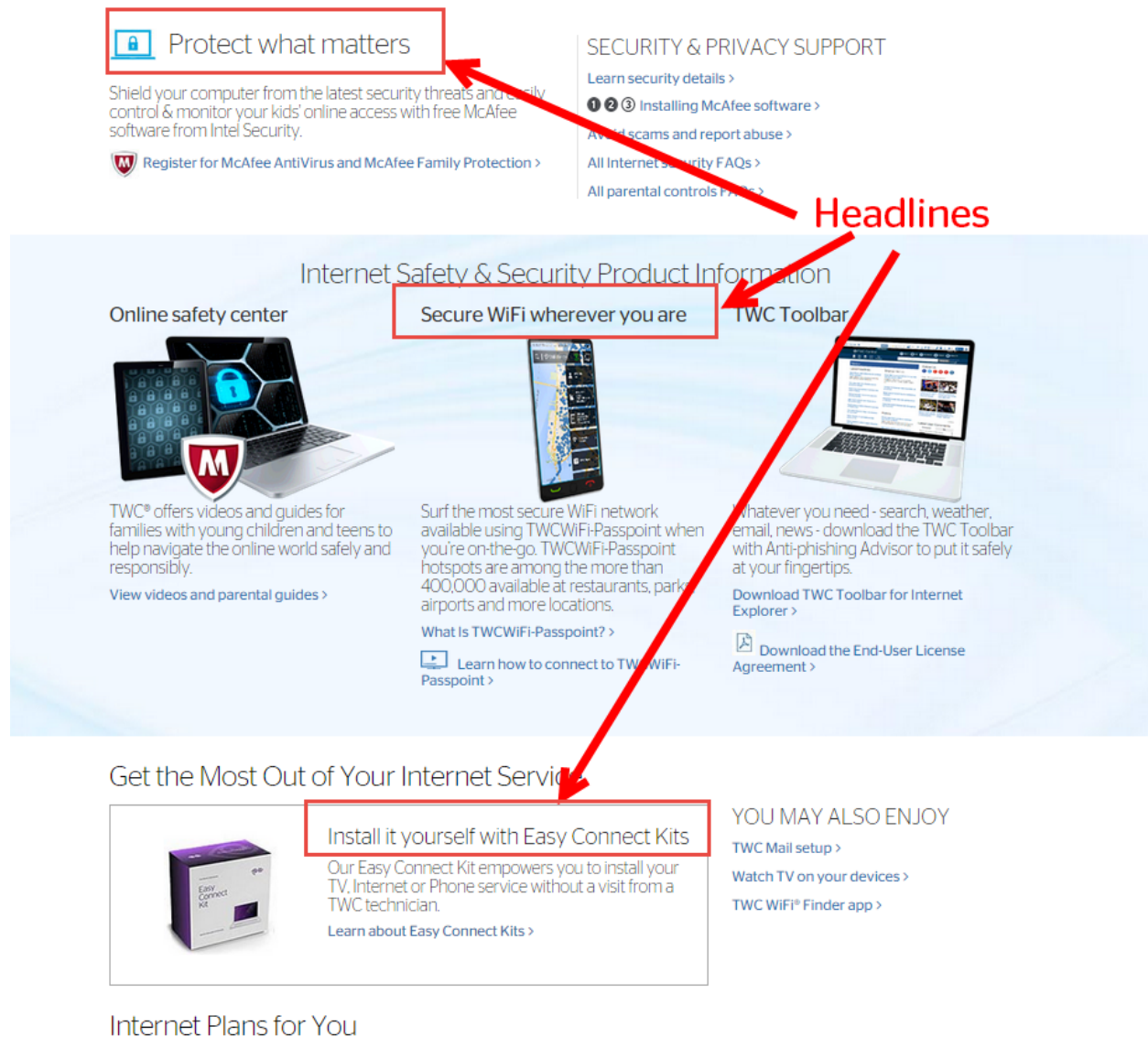
[Watch TV on your devices >](#)

[TWC WiFi® Finder app >](#)

Figure 2 - Module Header example

HEADLINES

- Use **sentence case**.
- Omit punctuation at the end. Question marks are the exception and should be included where appropriate.
- Capitalize the first word and all other words normally capitalized, such as proper nouns and branded TWC terms.
- Headlines sit above a block of explanatory text.



The screenshot displays several headlines from the TWC.COM website, with red boxes highlighting specific examples and red arrows pointing to the word "Headlines" in red text.

- Protect what matters** (with a padlock icon)
- Secure WiFi wherever you are**
- Install it yourself with Easy Connect Kits**

Other visible headlines include:

- SECURITY & PRIVACY SUPPORT
- Learn security details >
- 1 2 3 Installing McAfee software >
- Avoid scams and report abuse >
- All Internet security FAQs >
- All parental controls FAQs >
- Online safety center
- Internet Safety & Security Product Information
- TWC Toolbar
- Get the Most Out of Your Internet Service
- YOU MAY ALSO ENJOY
- TWC Mail setup >
- Watch TV on your devices >
- TWC WiFi® Finder app >
- Internet Plans for You

Figure 3 - Headline examples

SUBHEADS AND BODY COPY

- Use **sentence case**.
- Capitalize and punctuate the text as if it were a sentence.
- Capitalize the first word and all other words normally capitalized, such as proper nouns and branded TWC terms.

DISCLAIMER TEXT


- Use **sentence case** and proper punctuation.

BRANDED TERMS

- Branded product category and service names should always appear in **title case**.
- Consult TWC Brand Marketing “Naming Advisory” for other guidelines regarding product brand names, such as “Enhanced DVR” or “TWC Mail”, unique situations such as “Set-Top Box” and “website”, and registration marks, such as “TWC WiFi®”.

PAGE LINKS

- Use **sentence case**. Use action verb as often as possible.
- Never use “Click here”.
- Capitalize the first word and all other words normally capitalized, such as proper nouns and branded TWC terms.
- Also known as text links with carats.



Protect what matters

Shield your computer from the latest security threats and easily control & monitor your kids' online access with free McAfee software from Intel Security.

SECURITY & PRIVACY SUPPORT

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1 2 3 Installing McAfee software >

Avoid scams and report abuse >

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Internet Plans for You

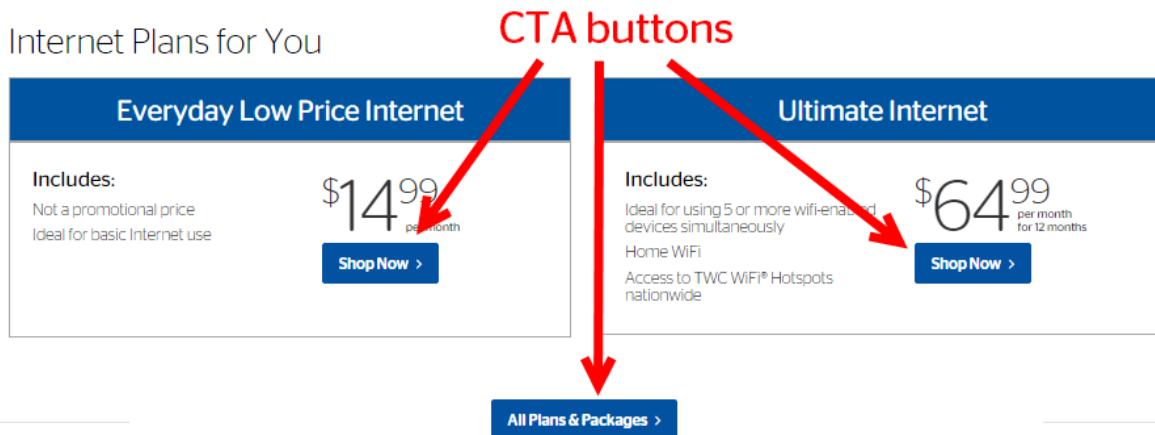
Figure 4 - Page links examples

CTA BUTTONS

- Use **title case**. Use action verb as often as possible.
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- Capitalize prepositions of four or more letters ([see appendix](#) for examples).

Internet Plans for You

CTA buttons



Everyday Low Price Internet	Ultimate Internet
<p>Includes: Not a promotional price Ideal for basic Internet use</p> <p>\$14⁹⁹ per month</p> <p>Shop Now ></p>	<p>Includes: Ideal for using 5 or more wifi-enabled devices simultaneously Home WIFI Access to TWC WIFI® Hotspots nationwide</p> <p>\$64⁹⁹ per month for 12 months</p> <p>Shop Now ></p>

All Plans & Packages >

Figure 5 - CTA button examples



TWC.COM STYLE GUIDE: CASE TREATMENT OF TEXT

NAVIGATION AND HEADER/FOOTER LINKS

- Use **title case**.
- Omit punctuation at the end.
- Exception: Primary navigation is ALL CAPS.

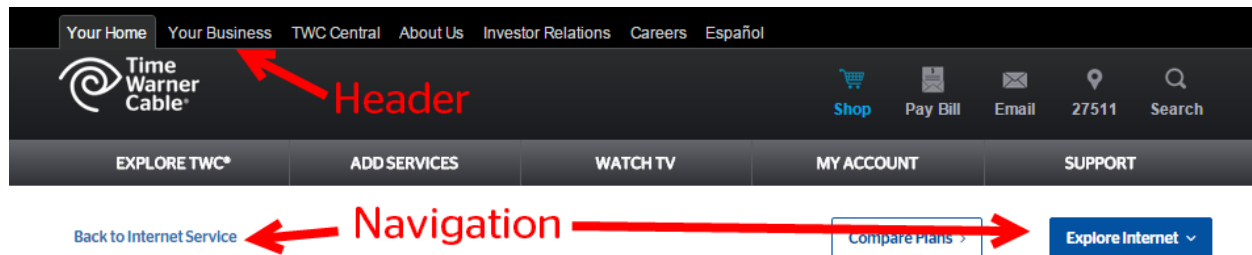


Figure 6 - Header and navigation example

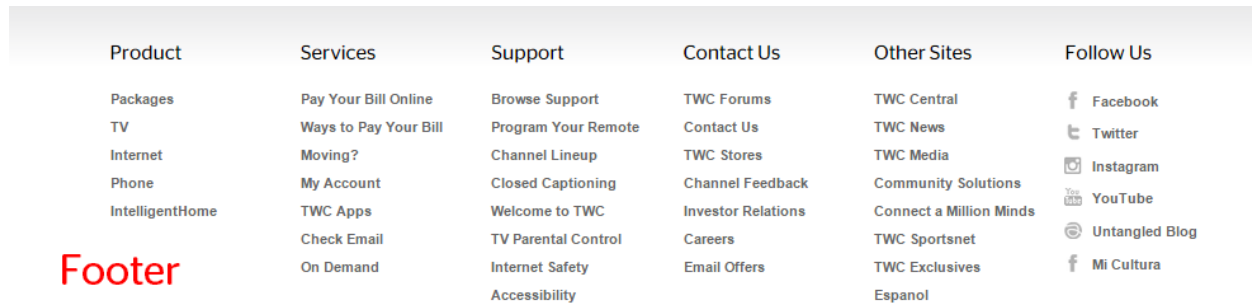


Figure 7 - Footer example

PRICE POINTS

- Use **sentence case**.
- Spell out month, monthly, year, yearly, week, weekly, etc.
- Example: \$89.99 per month for 12 months

Compare

TV, Internet

20+ Channels – [View List](#)
Speeds up to [15/1Mbps](#)

\$49⁹⁹

per month for
12 months

Includes HBO® with HBO GO® and
SHOWTIME®

View Details ▾

Order Now >

NUMBERS

- Spell out numbers less than 10, unless if the number represents an age or is used on a common phrase with mixed numbers, such as the final example below.
- Reword sentences that begin with numbers to avoid having to spell them out.
- Hyphenate twenty-one through ninety-nine.
- Ordinal numbers less than 10 should be spelled out (first, second, third, etc.) , unless used in a date.

Examples:

- eight channels
- 17 channels
- 21 award nominations (if this begins a sentence, then use: Twenty-one award nominations ...)
- First (not 1st), April 20th (not twentieth), August 2nd
- 24 hours a day, 7 days a week

Exception

If space is tight or you need to emphasize a figure or a fact, use numerals for cardinal and ordinal numbers, particularly in headlines, email subject lines and HTML page titles.

U.S. PHONE NUMBERS

The correct format for U.S. phone numbers is 1-XXX-XXX-XXXX. Include the “1” before the area code because omitting it when calling from a cell phone can result in a wrong number. Also, add the numbers after vanity phone numbers for mobile phone purposes. The correct format for phone numbers that require extensions is 1-XXX-XXX-XXXX ext. XX.

Examples:

- Call 1-800-TWCABLE (1-800-892-2253).
- In Manhattan, call 1-212-358-0900 ext. 29.

Separate phone numbers by using a hyphen, not an en dash.

DATES AND TIMES

In general, days of the week and months are not abbreviated. Include the ordinal ending to a numeric format element. Avoid the unnecessary “on” before dates when possible.

Examples:

- November 9th, 2014
- “Mad Men” airs March 22nd.



TWC.COM STYLE GUIDE: CASE TREATMENT OF TEXT

- HBO's "Game of Thrones" premieres April 1st.

For date and time ranges, use a hyphen if the time is on the same side as AM/PM or the dates are in the same month. Use "to" if times are on opposite sides of AM/PM or dates are in different months.

Examples:

- April 21st-25th
- 7:30-9:00 PM ET
- 7-9 PM ET
- January 29th to February 7th
- 8 AM to 9 PM

Exception: See Stores hours below. These are adjusted due to lack of space.

AM/PM

Always use uppercase AM and PM with a space following a clock time. The time should be followed by the appropriate time zone abbreviations without periods. Do not separate using commas. Use conventional form for time, except noon and midnight. Don't use "12" with noon or midnight.

Examples:

- Chat hours of operation: Monday to Friday, 8:30 AM to 6:00 PM ET
- Write "noon" and "midnight". Do NOT use 12 o'clock, 12 PM, 12 AM, 12 noon

PAYMENT CENTER HOURS

Follow above rules with some exceptions for spacing and word wrapping reasons. Remove space between hour and AM/PM. Use three-letter day of week abbreviations with no periods. Use spaces on both sides of hyphen in time but not days of week. Use hyphens and not ampersand for two days. Use a comma in a string of days that is not consecutive. Use a comma and two time windows to indicate when the store is open for instances of lunch breaks; avoid "closed" language. Avoid :00 even in a range that includes :30. Use semi-colons between days.

Examples:

- Mon-Sat 10AM - 9:30PM; Sun 11AM - 6PM
- Mon-Fri 9AM - 9PM; Sat-Sun 9:30AM - 5PM
- Mon-Wed, Fri 8:30AM-5PM; Thu 8:30AM-7PM; Sat 10AM-2PM
- Mon-Thu 8:30AM-noon, 1PM-5:30PM; Fri 8AM-noon, 1PM-6PM; Sat 9AM-3PM

APPENDIX

Brand marketing

Consult TWC Brand Marketing “Naming Advisory” for other guidelines regarding product brand names, such as “Enhanced DVR” or “TWC Mail”, unique situations such as “Set-Top Box” and “website”, and registration marks, such as “TWC WiFi®”.

AP Style

Consult AP Style Book for other rules.

Conjunctions, articles, prepositions and short words

Rules about conjunctions, articles, prepositions and short words in titles:

- Use Title Case in headlines, labels and CTAs
- Exceptions: Conjunctions (and, but, or), articles (a, an, the), prepositions (for, of)
- Capitalize the Principal Words
 - The first and last words of a title
 - All verbs, nouns, pronouns, adjectives, adverbs and some conjunctions
 - Every word that is more than three letters long.
 - Examples:
 - Creating the Perfect Centerpiece for Your Party
 - Increase Curb Appeal With New Shutters
- Don’t capitalize articles, prepositions, or conjunctions that have fewer than four letters. The short list:

a	an	and	at	but	by	for	in
nor	of	on	or	the	to	up	yet

- Prepositions
 - In AP title case, prepositions with four or more letters should be capitalized.
 - Examples:
 - The Dangers of Hiking Without Proper Shoes
 - Working Your Way Around Office Politics
 - Questions About the Importance of Renter’s Insurance
 - What’s Lurking Beneath Your Home?
- Verb “Is” and variations of “To Be”
 - “To Be” and it’s conjugated brethren “is,” “are,” “was,” and “be,” are all short words, but they are verbs and should still be capitalized in a title.